

Economic Development Committee Action Prioritization Update

Color Key:

Green – Staff workplans

As of June 10, 2020

Mar '20 Rank	Mar '19 Rank	Oct '17 Rank	Oct '16 Rank	Apr '16 Rank	Action	Description	Current Status	Notes
A	A	1	1	5	2.1.2	Develop an outreach program to better understand and meet the needs of local businesses (launching of subcommittees).		COMPLETED Veneta Business Connect (BRE), VenetaWorks (RAIN workshops), Chamber events, Asset Mapping with County. Consider for 2021-2025 EDC plan
A	A	2	5	1	4.1.2	Pursue the expansion and installation of a fiber optics line to, and throughout , Veneta to bring the City more fully into the communication age. (May include recommending code changes to require CAT 5 wiring). Fiber-to-the-Home (FTTH) plans?	Active	City Administrator with Telecomm Subcommittee pursuing build options overhead and underground. 6-10 Update: Build packaged with LCOG-Zayo negotiation. In process. Consider FTTH for 2021-2025 EDC plan.
A	A	7	9	2	1.2.1 2.3.1	Collaborate with regional economic development agencies/groups and other communities to recruit industry and businesses to the area.	Active	Fermentation Incentive; City Administrator and Management Analyst focus area. OEDA training. 6-10 Update: Brewpub at Tier 2 stage in Fermentation Incentive program
A	A	8	7	-	4.3.1	The City should continue making beautification improvements at key locations or along corridors that are not only appealing to residents and visitors, but signals to prospective businesses that the community invests in public aesthetics.	No action	PW re-designed area at Luther Lane & Territorial
A	A	15	4	3	4.1.3 4.2.1	Continue to advocate for ODOT to fund and construct the preferred alternative consistent with the adopted HWY 126 Fern Ridge Corridor Plan. Continue to make improvements along Highway 126.	Ongoing	Lane ACT (Council, Comm. Dev. Director) & City Admin. local advocacy 6-10 Update: NEPA work started, public engagement coming soon
A	C	4	12	9	2.1.3	Work with regional tourism associations and wine industry to increase tourism activity in the area	No Action	Chamber Visitor Center lead
A	C	18	18	18	4.2.4	Incorporate local art into downtown streetscape improvements.	No Action	Public Art Ordinance
A	C	19	19	19	1.1.1	Allocate economic development funds to support the hiring of a RARE placement or Economic Development Intern.		COMPLETED 6-10 Update: RARE placement awarded May 27 th ! Interviews week of July 13 th ; RARE starts September

A	-	-	-	-		Sister City program to enhance cultural activities	No action	Consider for 2021-2025 EDC plan
C	A	3	3	-	3.2.1	Conduct and implement a market analysis to evaluate and address the inadequacy of retail services within the downtown area.	COMPLETED Downtown Veneta Retail Market and Development Strategy, 2017-2019: (1) Site info and marketing, (2) code enf. & URA amend. for re-dev grants, (3) Marketing & networking & events, (4) Veneta Business Connect & VenetaWorks	
C	A	5	8	7	3.1.1 4.2.2	Collaborate with Oregon Department of Transportation (ODOT) to increase consistent and attractive wayfinding signage and direct traffic off of Highway 126 into downtown Veneta and to Veneta businesses.	No Action	ODOT is limiting factor.
C	A	6	13	10	4.2.3	Continue to monitor commercial “problem properties” through code enforcement and nuisance ordinances	Ongoing	Vacant Property Registration program. Code enforcement maintains relationships with property owners.
C	A	11	17	16	2.1.1	Create a business registry database that inventories all current businesses located in Veneta.	COMPLETED	
C	A	12	6	-	2.2.1	Develop a quarterly newsletter highlighting City of Veneta’s economic development initiatives. Newsletter, EDC website, & VenetaWorks website	Active	Spring 2020 Edition needed
C	A	14	11	8	3.1.2	Continue to upgrade existing downtown infrastructure.	Ongoing	URA projects
C	A	17	15	14	4.1.1	Focus improvements on pedestrian and streetscape infrastructure as needed.	Ongoing	URA and Public Works projects, including Safe Schools grant
C	A	20	20	20	1.1.2	Amend Veneta Comprehensive Land Use Plan and Zoning Code.	COMPLETED	
C	C	9	16	15	1.2.2	Provide regular updates to real estate agencies on availability of developable sites.	No Action	
C	C	10	10	4	1.1.4	Develop criteria used to determine how the City of Veneta prioritizes projects and allocates funding and other support for incentivizing economic development.	COMPLETED Redevelopment Toolkit, Business Assistance Program, Economic Incentives Guide, Fermentation Incentive	
C	C	13	2	6	1.1.5	Collaborate with Lane Workforce Partnership to demonstrate the City’s commitment to supporting workforce development in the community.	Ongoing	VenetaWorks monitoring Food & Beverage Sector program, Eugene’s Table
C	C	16	14	11	2.2.2	Develop a program to identify and document sites that are “shovel-ready” and can accommodate development.	Active	GIS-based inventory map in progress for website
C	C	21	21	21	1.1.3	City leadership and staff support and assistance with implementation of the strategic plan.	COMPLETED	
		22	22		1.1.6	Establish an Economic Development Committee	COMPLETED	